

Get the Message Out!

There's No Excuse Campaign Strategies

There's no excuse for domestic violence. That is the message of a national public education campaign launched by the Family Violence Prevention Fund (FVPPF) in June 1994, to raise awareness about domestic violence and encourage people across the country to join the effort to stop spousal abuse. The There's No Excuse for Domestic Violence campaign is the first national effort to mobilize the general public against domestic violence—and it has brought unprecedented visibility to the issue of abuse.

Spread the Word

Creative individuals have found innovative ways to use the There's No Excuse public awareness materials to trumpet the campaign's two key messages: "Domestic violence is everybody's business" and "There's no excuse for domestic violence." Advocates nationwide have found high-visibility places and novel ways to highlight the messages, colors and images associated with the There's No Excuse campaign. The following are examples of ideas that can be replicated in your community.

A City Bus with a Cause

On November 12, 1997, the Mayor's Task Force on Increasing Safety for Women in Ann Arbor, Michigan, unveiled a new city bus painted bright red, with "There is no excuse



for violence against women" written on the sides and crisis phone numbers listed on the back. Also painted on the bus were excuses abusers use. The bus routes vary so the project has as much exposure as possible.

A Matchbook That Sparks a Conversation

Letting victims of domestic violence know that help is available is an important component of any public education campaign. The slogan "There's No Excuse for Domestic Violence," as well as local assistance numbers, can be printed on everyday items such as grocery bags, pens and mugs, so victims can access the information discreetly. Matchbooks could be placed in restaurants, bars and restrooms.



Check It Out!

Put information where people go to look for it—in libraries. In Philadelphia, the Northwest Regional Library placed the There's No Excuse campaign's house signs, action kits, and bumper stickers in the library to let visitors know the materials are available and to encourage individuals to use them. Assign a community representative to go into the library periodically and make sure the supply remains stocked.

A Preview with a Message

If you want to communicate important messages to people, why not identify the times when they have little else to do except watch and listen? One such time is when moviegoers mindlessly munch their popcorn and other snacks while waiting for the show to begin. Work with your local movie theaters to spread the anti-violence message.

A Billboard to Remember

Groups and organizations can use the campaign messages, illustrations and colors to condemn abuse and publicize upcoming activities and events. Catalyst, a domestic violence agency based in California's Chico County, adapted the There's No Excuse bumper sticker into a billboard in order to announce a conference on family violence and to publicize a crisis line for victims of abuse.

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From the Chair



Peggy Bilsten, Chair
City of Phoenix,
Councilmember

In the wake of the disaster on September 11, 2001, I address you with a heavy heart. We have spent over a year and a half working together to create safe communities for people and when traumatic events happen it underscores the need for a renewed commitment to continue anti-violence work. Too often we get caught up in work and the daily chores of life, too harried to appreciate the gifts that we have, and now is a good time to reflect.

Those of us on the council and those of us who work every day to assist in making the lives of others better warrant a much-deserved "thank you." I want to take this opportunity to offer appreciation to the heroes that we work with everyday who give their all into making this world a better place. So many victims/survivors have had to overcome obstacles to succeed,

let alone survive. And so many of you offer a beacon of light in a storm, and to you it is all in a days work.

Many of us will spend this Domestic Violence Awareness Month spreading the word that "There is no Excuse for Domestic Violence" and we will continue to work on the programs that have made this council a success. For example, the Crisis Response Team Manual has been completed and training will take place in October. And, we are very excited about the Fourth Annual Religious Response to Domestic Violence Conference that will be taking place. We are in the process of developing a healthcare kit that will be able to assist healthcare workers in assisting battered women. Lastly, Employers Against domestic Violence is continuing to move forward by hosting a forum in November.

But let us stop for a moment and honor those who are no longer with us because they have lost their lives to a violence that plagues one out of every three relationships. And let us celebrate those who have acquired safety and have triumphed over numerous odds and who no longer live in fear. Let us reflect on the women and children that we will never see but who have heard our messages of non-violence, safety, and accountability, and let us continue to work together in the true spirit of community.

I urge you today to make a renewed vow to continue working together and to continue sending out messages of peace and justice so that the next generations may reap the benefits of our hard work. Thank you for everything you do, it is an honor to work with each and every one of you.

Please remember to forward this newsletter on and if you need any assistance, please contact MAG staff at (602) 254-6300.



MAG Regional Domestic Violence Council

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Update on Council Initiatives

Crisis Response Teams

Objectives of the Crisis Response Team initiative involve creating a training manual to be utilized for training of all crisis response team members. The next objective involves getting agreement for jurisdictions to assist one another through a mutual and automatic aid policy.

The Crisis Response Team working group finalized the training manual to be utilized in the first regional crisis response team training in Maricopa County.

Multiple jurisdictions in Maricopa County will participate in the region wide training during October and November 2001. This is the first collaborative effort of this kind and will result in crisis response teams in Maricopa County being trained using one curriculum for working with victims of all types at the scene of an incident.

Eventually, the working group will work towards establishing mutual and automatic aid across boundaries. This policy will result in a collaborative effort to increase response time for aiding victims in need of crisis services.

Faith-Based Communities

In October 2000, MAG helped secure \$25,000 in funding from Philip Morris Doors of Hope for development of a resource manual for faith leaders and funds to assist with a statewide faith-based conference.

The Resource Manual for Faith Leaders is completed and will be distributed at the next 4th Annual Religious Response to Domestic Violence on October 16, 2001 to take place at Paradise Valley United Methodist Church. The Conference will focus on providing religious institutions of all denominations with prevalent information on how to form an adequate response to this pervasive social problem.

The manual will contain basic information for faith leaders to work with domestic violence victims in their religious institutions. There will be 500 manuals created to distribute at the con-

ference as well as additional manuals on hand for religious resource organizations to distribute by request.

Health Care Initiative

Hospitals are in a unique position to identify and assist victims of domestic violence to receive critical resources. The Annual Hospital Training working group is currently developing a health care kit to be distributed to all health care organizations in an effort to promote universal screening and awareness of domestic violence in both patients and employees.

The health care kit will contain items essential to developing a comprehensive response to domestic violence in a health care setting. The group worked on completing a model protocol for hospitals to adopt and establish a domestic violence policy. Other items in the kit include a training tape developed with help from Channel 3 KTVK television as well as buttons, safety plan brochures and other resources to assist victims once they identify their abuse.

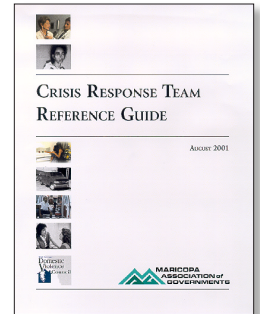
Once the kit is completed the health care group will assist hospitals with incorporating both the protocol and training for all hospital staff.

Workplace and Domestic Violence

Since the "Kick-Off" breakfast at the end of May, 2001, Employers Against Domestic Violence (EADV) has been working to increase membership in the organization and educate the business community on how to respond to domestic violence in the workplace. To date, there are over 40 public and private organizations who have joined EADV.

EADV will hold quarterly forums to educate members about specific project around the issue of domestic violence. The next quarterly forum is scheduled for November 12, 2001, at Arizona Public Service (APS) and will address the issue of how to carry the issue forward within your organization.

For more information on these initiatives, contact MAG at (602) 254-6300.



Upcoming Events

OCTOBER DOMESTIC VIOLENCE AWARENESS MONTH

Contact Employers Against Domestic Violence (EADV) at (602) 254-6300 for a list of ways for your organization to participate in breaking the cycle of abuse in our community.

October 1 Day of Unity Candle Light Vigil—7 p.m. at the State Capitol.

October 13 “Jokers Wild”—A fund-raiser for The Sojourner Center—Call (602)244-0997.

October 16 Fourth Annual Religious Response to Domestic Violence Conference

The Paradise Valley United Methodist Church will host the fourth annual faith-based conference. The MAG Domestic Violence Council is a co-sponsor of the event—Call (602) 840-8360.

October 20 4th Annual Women of Color Diversity Event—Contact the Arizona Coalition Against Domestic Violence at (602) 279-2900.

October 15-25 Crisis Response Team Regional Training—Contact MAG at (602) 254-6300.

November 12 Employers Against Domestic Violence Forum—“How to Move the Issue Forward in Your Organization”—Call (602) 254-6300.

November 29-30 Statewide Sexual Assault Conference—Sponsored by Prevent Child Abuse—Call (928) 445-5038.



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